Abstract

A service establishment, such as a fast-food restaurant or a bank, improves customer satisfaction by monitoring the quality of service received by the customer and compensating the customer with a personalized offer of compensation when service is inadequate. When the customer visits the service establishment, the service establishment detects the customer's presence by acquiring a signal from a device, such as an RF transponder, carried by the customer. The establishment uses information contained in this signal to identify the customer and to retrieve archived information about previous interactions with the customer. The establishment then analyzes the archived information to identify a product or service of interest to the customer and, before the customer leaves the service establishment, to offer the product or service to the customer.